

## Retain our customers

# Upping the “sticky” factor

*Customers love bundles. They save time and get greater value when they purchase all of their communications services from a single provider.*

### Turning customers into ambassadors

The main goal of any business is to attract and keep customers. Unlike newcomers to the industry, we have the advantage of a large and geographically diverse customer base built over a century. In today’s competitive world however, we know that past relationships alone are not enough to sustain loyalty, to make a customer “stick” with us. That’s why retaining our customers remains an important strategy for success in 2010.

To us, retaining customers means more than just keeping them happy. Our goal is to have our customers spread the news about us, to “talk up” our products and services with friends, family and neighbours; to be, in essence, Bell Aliant ambassadors. To do this, we will play to one of our traditional strengths: our ability to provide the best full suite of communications services available.

### Bundles of services

Our comprehensive lineup of services – local phone, long distance, Internet, wireless and TV – allows us to offer a whole home experience for our residential customers. From young people just starting out to empty nesters, our bundles are designed for every lifestyle and can be personalized to suit a customer’s individual needs. Business customers, no matter their size, benefit from integrated voice data and Internet solutions and have access to the best technology and competitive pricing. Our goal is to make it easy for our business customers to get the services they need, so they can focus on running their businesses.



*Our bundles, combining phone, Internet and TV services, are helping us win the whole home by offering customers simplicity and value.*

### The challenge of changing needs

Earning the loyalty of customers is not a “once and you’re done” project. We must be vigilant that we are providing the right mix of products and services, even as lifestyles and needs change. Sometimes this means anticipating our customers’ needs.

In 2010, we will make our bundles even better by adding more standard and high-definition channels to our TV service and by offering more long distance options, enhanced email service, and other new, appealing features. To help keep our most valuable customers loyal, we will reach out to them to ensure they have the right bundle for their needs and are getting the greatest possible value.